

Message Text

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SUBJ : FY 77 COUNTRY COMMERCIAL PROGRAM--SECOND QUARTER

REF : A) STATE 107239 AND PREVIOUS

SUMMARY: ACTIVE PROMOTIONAL ACTIVITY RESUMED WITH SEVERAL EMBASSY-STAGED EVENTS AND A CATALOGUE SHOW. AID COUNTRY FINANCED SERVICES BECAME QUITE ACTIVE AND THE RELATIONSHIP OF THIS PROGRAM TO MAJOR PRO
A

JECTS MORE EVIDENT. OIL AND INDIGENIZATION CONTINUED AS SUBJECTS OF CONSIDERABLE INTEREST AND PORT PROBLEMS RETURNED. CONTACT WITH SOUTHEAST NIGERIA WAS RE-ESTABLISHED AFTER 16 MONTHS. PROGRAM TARGETS

CONTINUED TO SLIP DUE TO UNFORESEEN DEVELOPMENTS.

1. PROMOTIONS: AFTER FIRST QTR HIATUS, PROMOTIONAL ACTIVITIES RESUMED

PARTICULARLY WITH EMBASSY-INITATED PROMOTIONS IN BUSINESS RECEPTION CENTER, WHICH SITE OF MATERIALS HANDLING FILM-SEMINAR FEB. 17, COMPUTER

DEMONSTRATION MAR. 17, PRIVATE CONSUMER GOODS DISPLAY MAR. 21-24 AND ASPHALT FILM-SEMINAR MAR. 22. AUTOMOTIVE MAINTENANCE CATALOGUE SHOW HELD FEDERAL PALACE HOTEL MAR. 23-27 AND MOTOROLA SALES SEMINAR SUPPORTED.

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PREPARATIONS COMPLETED FOR APRIL AGRIBUSINESS TSS AND IOWA IOGA AND UNDERWAY FOR COMMERCIAL FISHING TM JUNE AND PRINTING AND GRAPHIC ARTS CATALOGUE SHOW JULY. JANUARY ANNOUNCEMENT THAT LONG-AWAITED LAGOS INTERNATIONAL TRADE FAIR SCHEDULED FOR NOV. 27-DEC. 11 SPARKED CONSIDERABLE EACTIVITY. LAGOS DAILY TIMES TRADE SHOWS FOR 1977 ANNOUNCED.

2. MAJOR PROJECTS: SECTION ACTED ON SOME 25 MAJOR PROJECTS DURING QUARTER AND IN EARLY MARCH EXPERIENCED SOMETHING OF A TRAFFIC JAM IN AID COUNTRY FINANCED SERVICES, WHEN FIVE CFS TEAMS TL TALLING 17 PEOPLE REQUIRING LOGISTIC SUPPORT WERE HERE SIMULTANEOUSLY ON MAJOR PROJECT ACTPVITY. NEW CAPITAL AGAIN PRODUCED HEAVY CABLE TRAFFIC (24), ALMOST ENTIRELY IN SUPPORT OF US GEOLOGICAL SURVEY MAPPING TEAM WHICH ARRIVED FEBRUARY. AMONG MORE ACTIVE PROJECTS WERE RAIL-WAY MODERNIZATION, PORT PLANNING, NIGER RIVER BRIDGE AND PETROLEUM FACILITIES: KADUNA REFINERY, LNG, PETROCHEMICALS, PIPELINES AND FERTILIZERS. VERY OLD PROJECTS REAPPEARING WERE AJAOKUTA STEEL PLANT

,
PAPER MILL AND LAKE CHAD BASIN COMMSSION. NEW PROJECTS WERE JEBBA HYDROELECTRIC, JOINT VENTURE CONSTRUCTION COMPANIES, BULK CEMENT TERMINALS, NIGERIAN COAL CORP., NIGER RIVER DEVELOPMENT (CORPS OF ENGINEERS) AND HOUSING, A COUNTRY FINANCED SERVICE MATTER.

3. MAJOR TRADE OPPORTUNITIES: MILITARY SUPPLIES CONTINUED TO DOMINATE AS BIG TICKET ITEMS BUT THERE WERE NUMEROUS SMALLER OPPORTUNITIES.

4. SECTOR COVERAGE: OIL REPORT NUMBERED 17 AS THIS SECTOR CONTINUED ACTIVE. PUBLICATION OF THE FORMAL INDIGENIZATION DECREE CAUSED A NUMBER OF EXPLANATORY REPORTS OF INTEREST TO INVESTORS. IN OTHER INVESTMENT MATTERS, TWO HOTEL JOINT VENTURE OPPORTUNITIES MAY OR MAY NOT INDICATE A TREAD. IN THE PORT SECTOR, THE REAPPEARANCE OF CEMENT LITIGATION AND INCREASED PORT CONGESTION AFFECTING AMERICAN BERTHING RIGHTS REQUIRED ACTIVITY ON BEHALF OF COMMERCIAL INTERESTS. NIGERIA'S INTEREST IN FORMAL CIVIL AVIATION AGREEMENTS SPREAD TO THE U.S. AIRGRAMS WERE SUBMITTED ON THE TENDER SYSTEM UNCLASSIFIED

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AND ON THE UPWARD REVISION OF THE 1975-80 DEVELOPMENT PLAN. THE NEWEST LIST OF NON-OIL AMERICAN FIRMS OPERATING IN NIGERIA WAS SUBMITTED FOR REFERENCE AND BRIEFING PURPOSES.

5. GENERAL: THE VISIT OF AN EXPORT-IMPORT BANK OFFICIAL IN LATE MARCH HOPEFULLY CLEARED UP A LONG-STANDING ARREARAGES IRRITANT. NIGERIAN TRAINEES CONTINUED TO FLOW TO THE FEDERAL AVIATION AGENCY.

6. PRGGRAM ADMINISTRATION: TWO E/C OFFICERS AND AN AF/W OFFICER MADE AN OVERLAND VISIT TO SOUTHEASTERN NIGERIA, THE FIRST EMBASSY VISIT THERE IN SOME 16 MONTHS DUE TO THE 1976 DIPLOMATIC TRAVEL BAN. THEY WERE VERY WELL RECEIVED. AID ACCOUNTING PERSONNEL MOVED INTO E/C OFFICES IN JANUARY TO CONSOLIDATE ALL ECONOMIC ACTIVITIES UNDER ONE ROOF, CAUSING A TEMPORARY SHORTAGE OF OFFICE SPACE. THE JANUARY BLACK ARTS FESTIVAL REQUIRED SOME E/C MANPOWER BUT DID NOT SEEM TO REDUCE BUSINESS VISITORS SIGNIFICANTLY.:

7. SOME SLIPPAGE OCCURRED IN MEETING SPECIFIC PROGRAM TARGETS ALTHOUGH PURPOSE OF THE PROGRAMS CONTINUES TO BE MET. EXTRA WORKLOAD

STEEMING FROM IMPROVED US-NIGERIAN BILATERAL POLITICAL RELATIONSHIP,
HEAVY CFS ACTIVITY AND THE LAGOS TRADE FAIR AFFECTED PRIORITIES
BUT PROGRAM TARGETS NEED NOT BE CHANGED AT PRESENT.
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